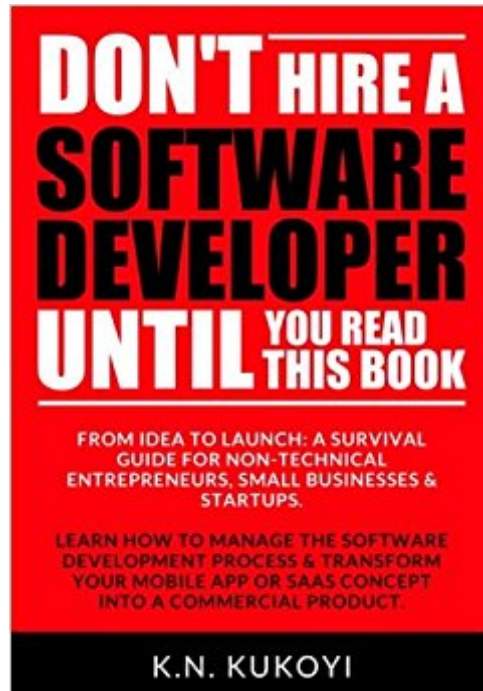




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# Don't Hire A Software Developer Until You Read This Book



## Synopsis

Now an international best seller - hitting #1 in multiple book categories in the US, UK, Canada, Australia and Brazil. Would you like to make money by launching your own software? Perhaps you have an idea for a mobile app, or software that runs on the web? This book is for people interested in tech entrepreneurship, and those who have recently founded tech startups and would like some assistance with staying on track. Increase your know-how with this practical software survival guide written by a professional software delivery specialist who has spent more than a decade helping small businesses, multinationals and publicly listed companies to create and launch their web and mobile apps from scratch. Learning through trial and error wastes time, and money! Instead, discover the things you'll need to know, and do to succeed, explained step-by-step in this comprehensive book, which gives you all the tools you'll need to:

- Avoid the pitfalls, perils, and risks of software development.
- Avoid "reinventing the wheel" and making costly "rookie mistakes" when starting your tech business.
- Successfully interview and hire a software developer.
- Manage the software development process like a pro!

This book is for you, if:

- You're considering different ways to start, or grow a business and you'd like to know how to get a quality, commercial -grade software product built, starting from zero.
- You want a guide that will show you how to get a mobile app built and successfully launched in the Google Play or Apple App Stores.
- You want to create a web application such as a SaaS, (Software as a Service product) to serve customers online and would like a handbook to explain the steps involved.
- You're a tech entrepreneur looking for practical tools and methods to help you manage the software development side of your business more efficiently, with less issues, less delays, less risk and less wasted resources.
- You want to learn how to start your tech business the smart way!

Relevant topics from "A through to Z" for your convenience. To ensure that you are able to cover your bases, this book includes a wide range of topics, including: market research and validating your idea, product development, the pros and cons of building different types of software app (iOS vs. Android vs. SaaS / web applications) and information about suitable programming languages. Practical assistance is given throughout the book to help you get the results you want and you'll be shown how to find and interview developers, create prototypes from scratch, run customer testing sessions, assess your options for revenue generation, use basic SEO and marketing principles to promote your app and more! Use the checklists, scripts and templates provided in this comprehensive "handbook for creating software" to support you from the "spark" of your initial idea, right through to the launch of your software, and beyond. Don't go it alone - and Don't Hire a Software Developer Until You Read this Book! NOTE This is the second book in the series. The first

book, Develop Your Idea! is for readers seeking assistance with more general business topics; including startup fundamentals, validating business ideas, identifying the correct target market for a new business venture, preselling products and fundraising. Some of these topics are covered in Don't Hire a Software Developer Until You Read this Book, the larger and more tech focused of the two.

## **Book Information**

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## **Customer Reviews**

K.N. Kukoyi has spent over a decade working as an Agile software delivery specialist, leading and working in technical teams to create commercial-grade software. The author has delivered mobile apps, websites and a range of other digital products for clients of all sizes, from small businesses to multi-national companies. Kukoyi has a passion for translating ideas into professional software used by businesses and consumers worldwide. The author is a qualified coach and has Diplomas in Coaching, and Internet Marketing, and became a Certified Scrum Master (CSM) back in 2008. With a diverse background covering sales, business analysis, coaching, consulting and market research; the ultimate aim of K.N Kukoyi's work is to demystify key topics and help readers and customers gain clarity, so they can achieve their business goals. Having set up several ventures alone and from scratch, the author understands exactly what it's like to start a business from nothing, with limited time and on a budget! [www.purposefulgroup.com](http://www.purposefulgroup.com) <https://about.me/theknk>

The title says it all. It is a priceless book for somebody who has an idea about an app but has no

clue if it would be viable or for somebody who already has a business and now wants to make an app to expand its reach. It is more of a manual and a blueprint than a typical book. It focuses on action, walkthroughs and tips. You really get a clear picture of how complicated it can be but at the same time you get tools that help you handle that complexity. All essential steps you need to take are chunked into manageable pieces. Very easy to navigate to where you are at in the development process and look for tips if you are stuck. I personally had most use from the Trello cards system. No idea if this is a unique idea to this book but it is so simple that I am trying to incorporate it into all my work. Every chapter had something useful to me: interview questions for hiring a programmer, investigating the market, creating customer avatars, explaining requirements and vision for the product... Just all the free resources and links that point you in the right direction will save you a lot of time (and a nice lump of money).

The only problem with this book is that it didn't come sooner. As an entrepreneur who went through this process blind, I can tell you that this book is a must have for any business in this day and age. This book would have prevented me from several mistakes that cost \$\$\$\$. I like that Kay tells you how to vet a designer (and other positions) if you decide to hire someone to do work for you. It really takes the guess work out of it, so you can get it done right. I recommend that you read this book from cover to cover "an ounce of prevention is worth a pound of cure!"

"Don't Hire a Software Developer Until You Read this Book" is super handy, and easy to follow to cut down on googling everything. It's well-organized with lots of graphics and action plans to make you confident in your hiring of a developer to get the most of your goal. The devil is in the details and this book has exactly what you need, and a lot of things I never even thought about. I would definitely recommend it as a guide book!

This book ended so much frustration, confusion and solved many unquestioned answers. I made a mistake to hire a developer without knowing too much about how to manage the app development process. After the developer made a bad job and I lost few hundred dollars, I really wanted to start the process again, this time I wanted to be more involved. The scariest and hardest part in managing people in a technical project when you're not a technical guy is that you don't know what you don't know. There's also other pitfalls (like accounting and legal stuff). This book goes through not only the technical development of an app but also goes in-depth about the business-side of developing a software, MVP, etc. THANK YOU K.N Kukoyi, it was exactly what I needed.

This book is definitely useful to all the digital savvy people like me. We all use digital media and tools, still we don't understand its full uses. This book helps us in understanding many things in a simple way. Actually i have been reading and taking along a lot of notes. This book is definitely very useful and very detailed. I signed up for one of the tools listed in the book and requested all my team members to do so. Even though I knew about it, I didn't understand the concepts till I read the book. Thank you. My team will be more organized now. I have personally learnt a lot and have made a bunch of notes. Please read this book , learn and execute all the tools for a better understanding.

I am a double major in entrepreneurship and marketing at my university and this book was SUPER valuable! The tech side of entrepreneurship always frightens me because I never know if I am going to be taken advantage of because of lack of knowledge about the industry. Thanks for helping me sleep at night!

Looking for the answers to all of your software development questions, in one place? From market research, to business plans, to customer service, this book covers a lot more than just software! Written by a person who obviously knows how to guide you from just an idea, to a finished product. Many of the ideas are transferable to any online business. A worthwhile resource book packed with links and sources.

Fantastic read. A must read for anyone seriously considering a SAAS business. :-)

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